

WATCHES AND JEWELRY

## Louis Vuitton expands watchmaking savoir faire with new timepieces

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Louis Vuitton Tambour Carpe Diem timepiece. Image credit: Louis Vuitton

By NORA HOWE

French fashion house Louis Vuitton has presented a new selection of timepieces in its pursuit for excellence within the world of high watchmaking.

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Since 2002, when the brand unveiled its first watch, the Tambour, Louis Vuitton has strengthened its reputation as a luxury watchmaker. During its debut showcase at this year's [Watches & Wonders fair](#), Louis Vuitton introduced watch fanatics to its latest iterations of the Tambour mechanical timepiece.

"The Louis Vuitton brand is the most elastic in luxury, which allows them to push the edges," said Christopher Ramey, president of [Affluent Insights](#), Palm Beach. "The new collection reinforces the brands bias to the avant-garde."

### Carpe Diem

The French house revealed multiple new complications this week, focusing on the Tambour Carpe Diem and Tambour Curve GMT Flying Tourbillon.

The vanitas-inspired Tambour Carpe Diem is Louis Vuitton's first jacquemart watch, so by the push of a button, the dial's miniature skull and snake move to reveal the time while emitting Horace's famous phrase "Carpe Diem."

The Tambour Carpe Diem has multiple complications such as a jumping hour and retrograde minute, with engraving by Dick Steenman and enamel elements by Anita Porchet, who has collaborated with other Swiss watch manufacturers, such as Audemars Piguet ([see story](#)).

### Film campaign for the Tambour Carpe Diem watch

The brand's newest version of the Tambour Curve Flying Tourbillon expands on its original with the addition of a GMT complication, allowing for a second time-zone display on the dial. With its flying tourbillon in the shape of Gaston-Louis Vuitton's signature V, the timepiece is intended to celebrate the art of travel.

The completely transparent Tambour Moon Flying Tourbillon Sapphire is the first of its kind to earn the Poinon de

Geneve seal, an independent institution that verified and certifies the utmost level of manufacturing and finishing of all the components that go into making a watch.

Revealing each detail of the caliber it encloses, the case has been created from a block of synthetic sapphire from La Fabrique du Temps Louis Vuitton's craftsmanship.

Louis Vuitton's Tambour Curve Flying Tourbillon and Voyager Flying Tourbillon also carry the Poinon de Geneve stamp of distinction.

Louis Vuitton's Monogram-inspired mascot makes its watchmaking debut with two new designs: the Vivienne Bijou Secret, a high jewelry piece with a gold and diamond-set face and the Vivienne Spin Time Air, a contemporary interpretation of Louis Vuitton's patented Jumping Hour mechanism.

Other complications included in the announcement during Watches & Wonders are the Voyager Minute Repeater Flying Tourbillon, Tambour Moon Mysterious Flying Tourbillon, Escale Worldtime Minute Repeater and Escale Worldtime.



*Tambour Moon Flying Tourbillon Poinon de Geneve Sapphire. Image credit: Louis Vuitton*

The core principles of La Fabrique du Temps Louis Vuitton include: mastering all the secrets of quality watchmaking; combining a watchmaker's independent style with the dynamics of the house; and providing an environment in which technology and imagination may flourish.

Good time for LVMH

As the parent company of Louis Vuitton, Christian Dior, Tag Heuer, Bulgari and Zenith, LVMH has positioned itself as a legitimate participant in the watchmaking industry.

The conglomerate kicked off its second annual Watch Week in January, following the success of its inaugural event in Dubai last year. In an effort to continue driving innovation, LVMH watchmaking brands Bulgari, Hublot and Zenith showcased new offerings and distinctive philosophies.

The week-long digital event launched with an introduction from Bulgari CEO Jean-Christophe Babin, Hublot CEO Ricardo Guadalupe and Zenith CEO Julien Tornare, who shared their brands' strategies and new exclusive timepieces ([see story](#)).

In 2019, Zenith reissued the original model of a 50-year-old design in celebration of the watch's anniversary. The watchmaker covets the title of El Primero as being the first high-frequency automatic chronograph ([see story](#)).

The brand also recently recruited future Hall of Fame quarterback Aaron Rodgers as its new face in North America ([see story](#)).

"Luxury is always brand first," Mr. Ramey said in regards to luxury fashion houses getting involved in the watchmaking industry. "The product or object need only be consistent with the brand's DNA."